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William Slattery, CFA
Vice President
Listing Qualifications

By Electronic Mail

May 20, 2015

Mr. Jeffrey Thomas
Chief, IT Services
Division of Corporation Finance
U.S. Securities and Exchange Commission
100 F Street, N.E.
Washington, D.C. 20549

Received SEC

MAY 20 2015

Washington, DC 20549

CERT NAs

File No. 001-37385

Dear Mr. Thomas:

This is to certify that on May 11, 2015 The Nasdaq Stock Market (the "Exchange") received from Baozun Inc. (the "Registrant") a copy of the Registrant's application on Form 8-A 12(b) for the registration of the following security:

American depository shares, each representing
three Class A ordinary shares, par value US\$0.0001 per share

We further certify that the security described above has been approved by the Exchange for listing and registration upon official notice of issuance.

We understand that the Registrant is seeking effectiveness of the Form 8-A 12(b) concurrently with effectiveness of its 1933 Act Registration Statement, and we hereby join in such request.

Sincerely,

William Slattery